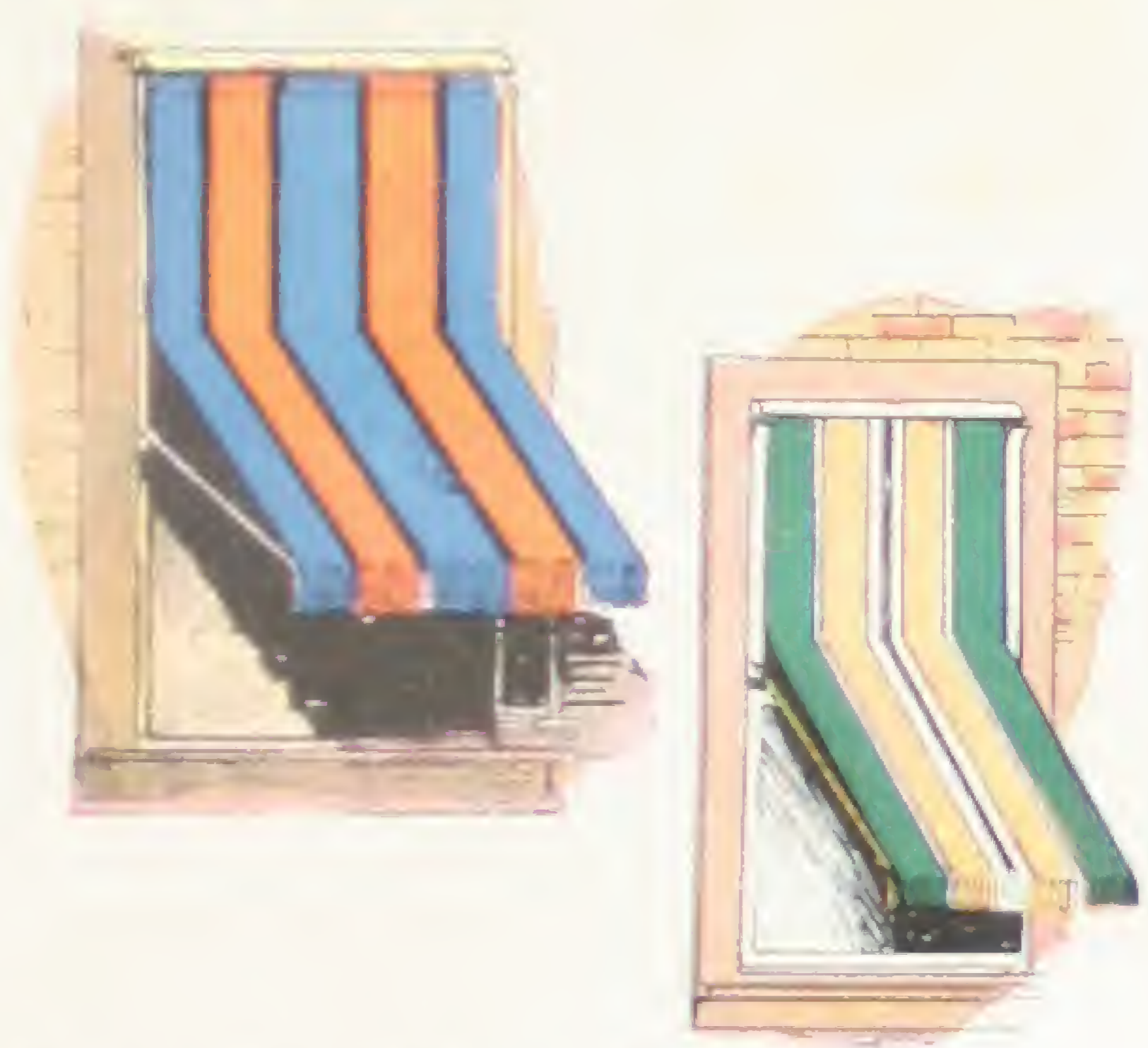






Shadyway

The Double Purpose Awning



*Just a Touch of Color
and the Whole Building Changes*

CHEERFUL, beautiful colored awnings, that make the home, apartment, hotel or public building sparkle with life and attractiveness, and insure cool, comfortable well ventilated rooms. A modern necessity and especially *NOW* when it's so easy and inexpensive to equip your home or buildings with smart, serviceable roller awnings—*The Shady-way Awnings*.

These up-to-date awnings have been tested and perfected over a period of five years. They are serviceable, neat and trim and always remain taut and do not flap in the wind. Once installed, they need never be taken down—not even for winter storage—as they roll up under a protective hood, safe from the elements.

The Shady-way is a new type of double-purpose awning that operates easily from the inside, serving as a shade and an awning.

Shady-way

[BLANK PAGE]

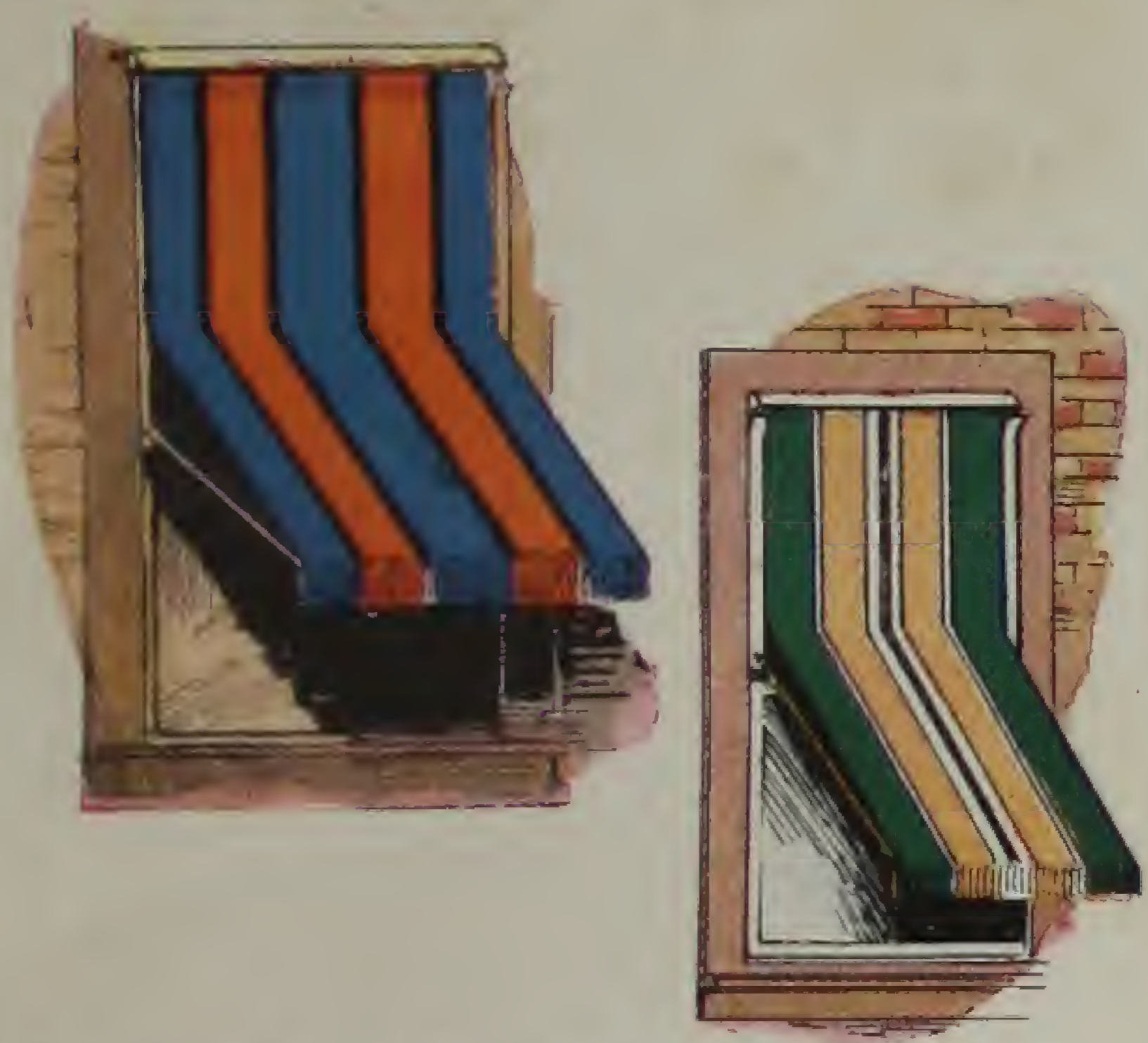


CCA



Shady-way

The Double Purpose Awning



*Just a Touch of Color
and the Whole Building Changes*

CHEERFUL, beautiful colored awnings, that make the home, apartment, hotel or public building sparkle with life and attractiveness, and insure cool, comfortable well ventilated rooms. A modern necessity and especially *NOW* when it's so easy and inexpensive to equip your home or buildings with smart, serviceable roller awnings—*The Shady-way Awnings*.

These up-to-date awnings have been tested and perfected over a period of five years. They are serviceable, neat and trim and always remain taut and do not flap in the wind. Once installed, they need never be taken down—not even for winter storage—as they roll up under a protective hood, safe from the elements.

The Shady-way is a new type of double-purpose awning that operates easily from the inside, serving as a shade and an awning.

Shady-way

[BLANK PAGE]



CCA



*Enhance the Value of
Apartment Buildings*

FOR Apartment Buildings, Shady-way Tailored Awnings are an excellent investment. They are made for all sizes of windows, and can be used with full-length screens, operated from the inside. Shady-ways are easily and quickly installed—once up, always up. They save two-thirds the usual awning upkeep cost. Rooms are kept comfortable, cooler and better ventilated and the furnishings are protected from the blistering summer sun. Shady-way Awnings—just like electrical refrigerators and other modern appliances, attract desirable tenants. Apartment owners will find Shady-way Awnings an investment that pays for itself many times over.

Shady-way



Brighten the Home

"**T**HINE house shall have personality and distinctiveness of character, without as within." Shady-way Tailored Awnings will provide smart attractiveness and comfort. They will keep the home cool and well ventilated, and once installed, they will last indefinitely and need not be taken down in winter. The first cost is practically the last cost.

Shady-ways are the modern awning of today—different, better, more satisfactory and as easy to operate, with or without full-length screens, as a window shade. They will make your home more attractive, enhance its value in the eyes of your friends and neighbors and will add to its value should you desire to sell.

Shady-way

[BLANK PAGE]



CCA

The ideal awning for Hotels, Hospitals, Office and Public Buildings.



Shady-way

*Greater Utility
for Office Buildings*

NUMEROUS office buildings have been equipped with Shady-way Roller Awnings because of their greater utility and economy. They hardly ever require janitor service. Once put up, Shady-ways can be left up permanently, requiring no expense or labor for taking down and putting up each year. They roll into a small space and are protected from rain, snow, sleet, dust and soot by means of a shielding hood. Their special construction insures a sturdy installation, keeping the awning taut, neat and trim. Shady-ways do not flap in the wind.

Experience shows that the maintenance cost is reduced two-thirds over the cost of old-style awnings.

Install Shady-ways and attract more tenants to your offices and keep your present tenants satisfied.

Shady-way

[BLANK PAGE]



CCA

[BLANK PAGE]



CCA



Note the strong and sturdy construction of the Shady-way Roller Awning. It minimizes fire hazards and may be used with half-length or full-length screens.

Shady-way



The Noiseless Awning for Hospitals

A FEATURE of Shady-way Awnings that will appeal especially to hospital authorities is their smooth, quiet operation. These roller awnings, controlled from inside the room by the nurse, raise and lower as easily as a window shade. Their special construction insures a sturdy installation. Winds and breezes do not flap nor whip the awning. Rooms are thus kept cool and well ventilated, and the patients are more comfortable.

Still another feature is that once they are installed, they are up to stay; not even winter storage is required, because Shady-ways roll into a compact space and are protected from rain, snow and wind by a shielding hood of steel.

In their maintenance costs, Shady-ways effect a considerable saving. These smooth-operating, noiseless awnings are, therefore, especially adapted for hospital use.

Shady-way

[BLANK PAGE]



CCA



*Increase Efficiency
in Office or Factory*

SHADY-WAY Roller Awnings for offices and factories increase the efficiency of executives, workers and employees by permitting a free circulation of air and by shading out the hot sun. Being a double-purpose awning, serving as a shade and awning, any portion of the window may be partially shaded, thus keeping out the sun's glare, yet letting in plenty of light.

Keeping workers comfortable increases their efficiency and keeps them better satisfied and capable. Shady-ways give a more efficient atmosphere to the office and a decided air of distinction as well.

Put the Shady-way on your payroll. It is an investment that pays dividends.

Shady-way



*More than \$600 Profit on an
Investment in Good Appearance*

THE owner of a 4-flat building in an Illinois city installed Shady-way Roller Awnings on every window that required it. It cost him around \$200 to do it, but it so added to the appearance of the apartment that a buyer was attracted, who paid, without argument, \$865.00 more than the owner had asked before the Shady-ways were installed.

The appearance of every home, apartment and building can be greatly improved by the proper combination of Shady-way colored awnings. Their neat, tailored appearance and smooth operation will attract buyers and a sale can thus be made much more readily.

Shady-way

[BLANK PAGE]



CCA

Shady-way the Modern—

Notice from the illustration how truly serviceable this Shady-way Awning is. Note how its special roller construction makes for easy, smooth, noiseless and *instant* operation. Observe how it can be used as a shade and an awning, shielding any size window only partly; then completely as the blistering sun moves and becomes brighter and hotter.



Shady-way is the double-purpose awning, becoming a shade as well as an awning the moment it is lowered. Note how it can be easily adjusted from the inside to any length you wish.

Shady-way

Tailored Roller Awning

The Shady-way is modern. It is practical—the easiest-operating awning made and the easiest to install. It is long-lasting, for once it is up, it is up permanently. No need to take it down every year—no time wasted—fully protected from the elements.



The extreme simplicity of operation, the sturdy construction, the taut, trim, handsomely tailored appearance give Shady-ways a discriminating air of distinction.

Shady-way

[BLANK PAGE]



CCA

9 Features of the Shady-way Roller Awning

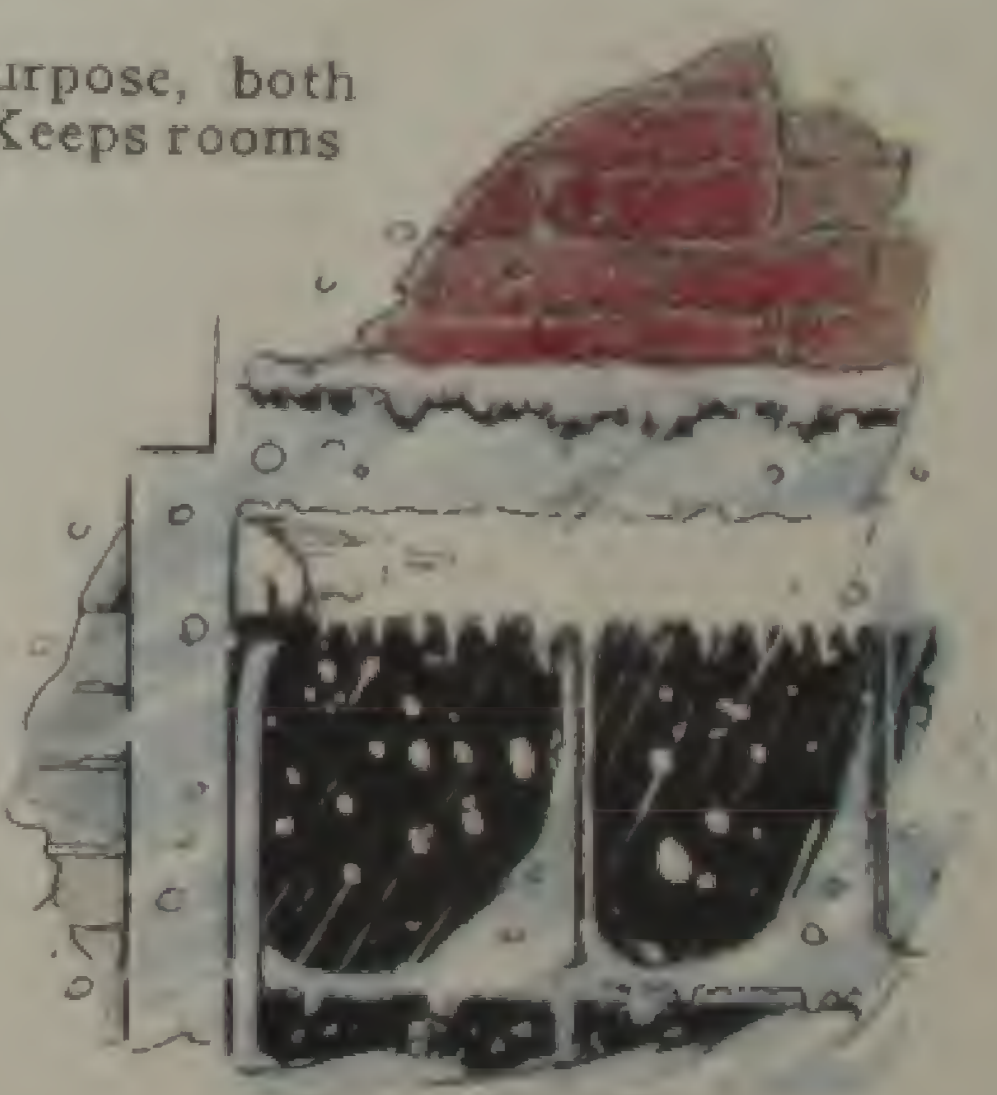


THE MODERN TAILORED AWNING

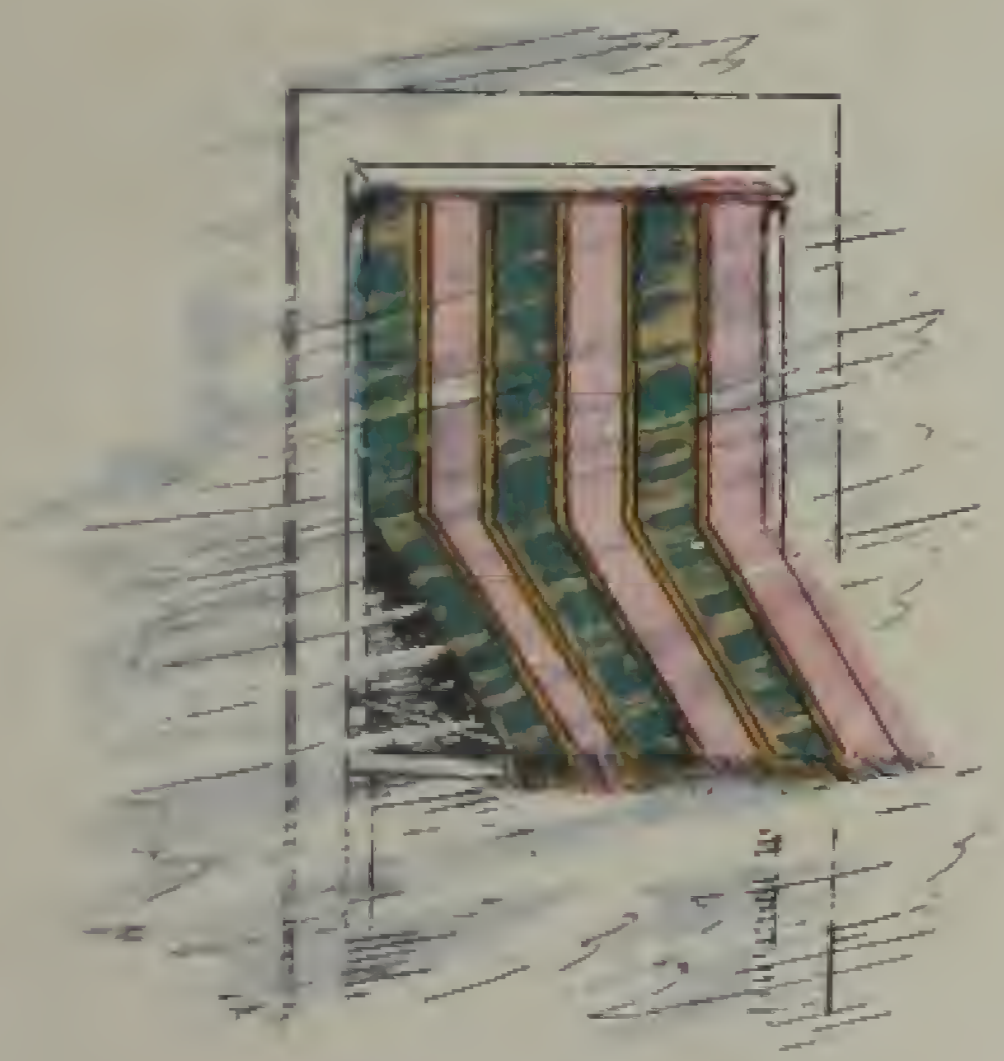
The Shady-way Awning is the modern, up-to-date awning of today. It is as different from the ordinary awning as Ford's Model "A" is from the old Model "T." This new awning possesses nine exclusive features. They're no secret—read them:

1. Operates easily from the inside, like a roller curtain.
2. Practically noiseless — does not flap in the wind.
3. Minimizes fire hazard, as cigarettes and cigar stubs roll off the instant they strike the slanting surface.
4. Rolls into compact space under a staunch metal hood—protected from snow, rain, dust and soot. May be left up the year 'round.
5. Can be used with half-length or full-length screens.
6. Strong, sturdy and always taut. In fact, it's "fool-proof."
7. Serves a double purpose, both as a shade and awning. Keeps rooms cool and well ventilated.
8. Easy to install.
9. Fits any size windows.

Shady-way Awnings add a touch of distinction to the building and, best of all, save two-thirds of the upkeep cost over old type awnings.



Shady-way



FROM the smallest home to the largest apartment building, from the small factory to the most palatial hotel—we are equipped to supply Shady-way Roller Awnings in alluring color harmonies, at prices that are surprisingly low. Send for the name of the nearest Shady-way representative who will gladly call and give you without cost a complete analysis of the Shady-way Awnings best fitted for your particular requirements.

Shady-way

Shady-way Awning Division

Shanklin Manufacturing Co., Inc.
2701-39 South Eleventh St.
Springfield, Ill.

[BLANK PAGE]



CCA

[BLANK PAGE]



CCA



Shady-way